

# **EMPOWERING CONSUMER ENGAGEMENT**

**Proactive Brand Protection Strategies  
Through Effective Communication Channels**

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# DON'T BE AFRAID TO ENGAGE YOUR CONSUMER

- Your customers are often your biggest **FANS**
- But they can also be your biggest **DETRACTORS** when they feel that they have been wronged
  - Pay attention to comments and reviews for non-genuine goods that were accidentally purchased
  - Use this opportunity to clear up any mis-information about your brand's quality and reputation
    - Offering to “make it right” can earn you enormous brand loyalty



# **CUSTOMERS WANT ASSURANCE THAT YOUR BRAND HAS THEIR BACK**

- Your customers work hard for their money
- They don't like being "duped"
- If your brand has a problem with non-genuine goods, customers want to know what is being done about it





# **OVERCOMING INTERNAL OBJECTIONS TO BEING “TOO TRANSPARENT”**

- All too often Marketing teams or C-Suite members will not want this information shared with the “outside” for fear of “bad publicity”
- Demonstrate why the benefits outweigh the negatives, and the brand loyalty that can be gained by being “up front” with, and protecting, your customers
- Enlist the help of your Customer Service teams who deal with customer inquiries daily, to provide statistics as to how big the problem is



# USE YOUR WEBSITE TO PROMOTE EDUCATIONAL AWARENESS

## ■ INFORM

- Which authorized sales channels/resellers can your customers trust?
- Which known violators should be avoided?

## ■ EDUCATE

- What makes non-genuine versions of your products inferior to the “real thing”
- What harm can be caused?
- How can customers identify authentic product?
  - Keep it “high level” only and don’t “over share”
- Why an offer might be “too good to be *real*”
- Why counterfeiting is not a victimless crime



# BRANDS FACE AN UPHILL BATTLE AMONGST YOUNGER CONSUMERS

Outreach & Engagement Is Required To Turn This Trend

**Gen Z and Millennials Now Prefer Dupes  
to Luxury, for More Than Just the Prices**




**Crime Stoppers International  
“Stop The Illegal Empire”**

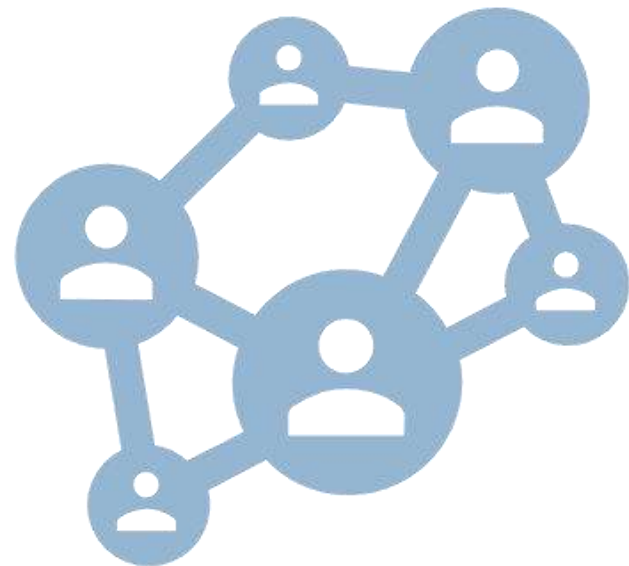


Nov 10, 2023- <https://www.ypulse.com/article/2023/11/10/gen-z-and-millennials-now-prefer-dupes-to-luxury-for-more-than-just-the-prices/>



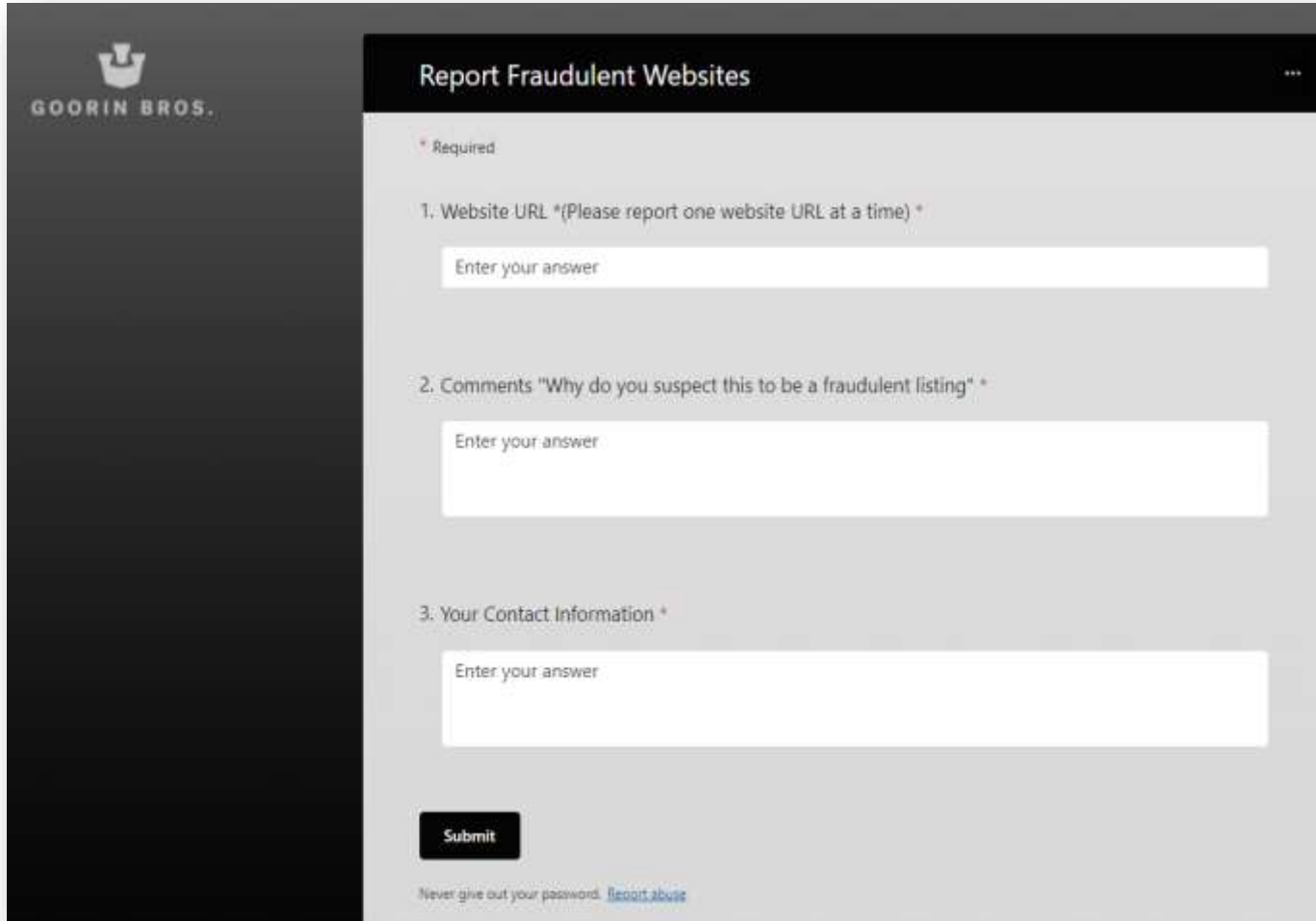
# ENLIST YOUR AFFILIATE AND FAN NETWORK

- Affiliates, Influencers, and Super Fans of your brand can have enormous impact spreading the message about avoiding non-genuine versions of your product, and what your brand is doing to protect consumers
- “Seed” a few of those most loyal to your brand to share the (approved) messaging amongst their sphere of Social Media influence, including forums, message boards, etc.
- Consider a community forum such as Discord  to share official messaging about non-genuine goods. (Remember not to share “too” much)
  - Alternatively, you run the risk of a “super fan” creating their own and spreading misinformation



# CONSUMER EDUCATION & PRODUCT VERIFICATION

EXAMPLE



The screenshot shows a web form titled "Report Fraudulent Websites" on the Goorin Bros. website. The form is set against a dark background. It includes a logo for "GOORIN BROS." in the top left corner. The form itself is light gray and contains three required fields, each with a "Required" asterisk and a placeholder text "Enter your answer". The fields are: 1. Website URL (with a note to report one URL at a time), 2. Comments (with a note to explain why the listing is suspected to be fraudulent), and 3. Your Contact Information. A "Submit" button is located at the bottom of the form. A footer note at the bottom of the form reads "Never give out your password. [Report abuse](#)".

GOORIN BROS.

## Report Fraudulent Websites

\* Required

1. Website URL \*(Please report one website URL at a time) \*

Enter your answer

2. Comments "Why do you suspect this to be a fraudulent listing" \*

Enter your answer

3. Your Contact Information \*

Enter your answer

Submit

Never give out your password. [Report abuse](#)









# CONSUMER EDUCATION & PRODUCT VERIFICATION

EXAMPLE

FREE GROUND SHIPPING ON ALL ORDERS

 [Apple](#) \* [Samsung](#) \* [Shop By Brand](#) \* [Bags](#) [Accessories](#) \* [Support](#)   

## BEWARE OF COUNTERFEITS!


### Get a spark, not a dud.

Speck cases have ingenuity, flair and spunk, all rolled up in some serious protection - so who wouldn't want to swipe our style? We've done some sleuthing and discovered that copycat Speck cases are indeed being manufactured and sold online. We're flattered that others recognize our great design, but what we put into our cases is not easily captured and copied. We build cleverness, enthusiasm and pride into every product we make - and we want to make sure you feel the spark.

We're dedicated to giving you the best Speck has to offer, from delightful design features to spectacular support and service. Your authentic Speck products come with a one-year warranty - not so for the impostors. We have your back if your Speck case ever breaks and needs to be replaced. But if your fake fails? We can only offer our condolences.

We don't only want to protect your gadgets from the dangers lurking in everyday life, we also want to protect you. To avoid shady situations, we suggest you buy your Speck stuff directly from our website ([speckproducts.com](#)), or from an authorized reseller like Apple, Target, AT&T or Best Buy. View some of our retailers.

Make sure your Speck case is the real deal by looking for the REALSPECK sticker on every package.



Then verify your Serial Number and 3-Digit code click the button below.

[VERIFY SERIAL NUMBER](#)

If you think you've spotted a fake, please let us know so we can help put a stop to their practices. E-mail us at [counterfeits@speckproducts.com](mailto:counterfeits@speckproducts.com)

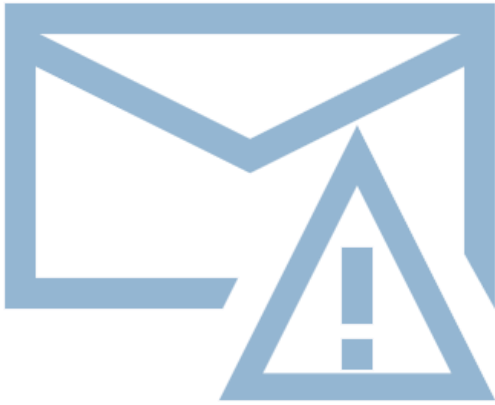
Thanks for being a savvy Speck shopper!

### Report Fakes!

Fakes hurt our business and your warranty claim. Who wants that? Besides, you're a loyal fan of Speck and you have been since the CandyShell was just a wee thought in our mind, right? So if you see a fake Speck out there, help us out by e-mailing us at [counterfeits@speckproducts.com](mailto:counterfeits@speckproducts.com).



# GIVE YOUR CUSTOMERS RESOURCES AND A “VOICE”



- Encourage customers to:
  - Submit complaints directly to the selling platform (most effective with larger platforms)
  - Contact their bank or credit card company (stop payment)
- Offer customers tools to help protect others
  - [Stopfakes.gov](https://www.stopfakes.gov)
  - [National Intellectual Property Rights Coordination Center \(IPR Center\)](https://www.iprcenter.gov)
  - [FBI's Internet Crime Complaint Center \(IC3\)](https://www.ic3.gov)





# **INCREASE PUBLIC AWARENESS – PUBLICIZE “WINS”**

- No need for a formal press release
- Use TikTok, make a Reel, post on X, write a “Blog,” use the “News” section on your website, or highlight in newsletters, etc.
- Promote the “wins” that your Brand Protection program has achieved:
  - Number of online takedowns
  - Number of successful lawsuits
  - Number of seizures or factory raids
  - Highlight other major initiatives



# BENEFITS OF BRAND PROTECTION PUBLICITY



- Alerts the BAD ACTOR manufacturers, importers, and resellers, that your brand aggressively protects your Intellectual Property
- Reassures your customers that you are protecting them from spending their money on inferior non-genuine goods
- Instills confidence in your Distributor and Dealer base that you are acting as a true business partner, protecting their margin and market share by reducing competition from non-genuine goods/sellers



**QUESTIONS?**

